JBR
Journal of Business Research

VOLUME 25, NUMBER 1, AUGUST 1992

Contents

Pension Benefits Effects on Capital Market Equilibrium, Firm Value, and Financing Decisions 1
Yueh H. Chen and Winston T. Lin

Competitive Advantages and Multinational Enterprises in Latin America 27
Robert Grosse

Advertising Appeal and Tone: Implications for Creative Strategy in Television Commercials 43
Lalita A. Manrai, V. Carter Broach, Jr., and Ajay K. Manrai

Industrial Buyer Behavior at Trade Shows: Implications for Selling Effectiveness 59
Daniel C. Bello

Learning from the Ad or Relying on Related Attitudes: The Moderating Role of Involvement 81
David Mazursky and Yaacov Schul

Book Review: International Capital Movements and the Developing World—The Case in Taiwan, by Chich-Heng Kuo 95
Da-Bai Shen

Call for Papers 97

Call for Papers 98

JBR
Journal of Business Research

VOLUME 25, NUMBER 2, SEPTEMBER 1992

Contents

Approaches to Organizational Communication Structure 99
J. David Johnson

Stock Distribution Relationship to Unexpected Future Earnings 115
Linda S. Klein

Quality, Vendor Evaluation and Organizational Performance: A Comparison of U.S. and Japanese Firms 129
Maling Ebrahimpour and Jean L. Johnson

On the Construct Validity of Intrinsic Sources of Personal Relevance 143
Naresh K. Malhotra

Consumer Responses to Service Failures: Influence of Procedural and Interactional Fairness Perceptions 149
Cathy Goodwin and Ivan Ross

The Construct Validity of Intrinsic Sources of Personal Relevance: An Intra-Individual Source of Felt Involvement 165
Richard L. Celsi, Simeon Chow, Jerry C. Olson, and Beth A. Walker

Is Construct Validity a Problem of Measurement or Theoretical Generalization: A Reply to Malhotra 187
Beth A. Walker, Jerry C. Olson, Richard L. Celsi, and Simeon Chow

Call for Papers 196

JBR
Journal of Business Research

VOLUME 25, NUMBER 3, NOVEMBER 1992

Contents

Organizational Socialization of Service Customers 197
Scott W. Kelley, Steven J. Skinner, and James H. Donnelly, Jr.

Impact of Consumers' Confidence in Judgements About Missing Information on Product Evaluations 215
Jeen-Su Lim and John Kim

An Organizational Information-Processing Profile of First Movers 231
Martin J. Gannon, Ken G. Smith, and Curtis Grimm

Supplier's Desire to Influence Related to Perceived Use of Power and Performance 243
Lynne D. Richardson and Robert A. Robicheaux

The Moderating Role of Brand Familiarity in Reference Price Perceptions 251
Abhijit Biswas

JBR
Journal of Business Research

VOLUME 25, NUMBER 4, DECEMBER 1992

Contents

Influence of Some External and Internal Environmental Factors on Foreign Market Entry Mode Choice in Service Firms 263
M. Krishna Erramilli

The Effectiveness of Headquarters-Subsidiary Relationships: The Role of Coordination, Control, and Conflict 277
Kendall Roth and Douglas Nigh

Antecedents to Buyer-Seller Collaboration: An Analysis From the Buyer's Perspective 303
Ven Sriram, Robert Krapfel, and Robert Spekman

Author Index 321

Subject Index 323